

### EXAMINER'S AMENDMENT

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Andrew Abramson on 5/26/2011.

The application has been amended as follows:

21. (Currently amended) A method comprising:
- providing, by a computing device from a file, a first phase of a graphical interface of a single multiphase advertisement, the first phase comprising first phase and second phase dimension information and including at least a first interactive component for triggering a second phase, the graphical interface having a first dimension in the first phase, the first dimension defined by the dimension information;
- providing, by the computing device from the file, a second phase of the graphical interface that is launched in response to interaction with the first interactive component, in the second phase the graphical interface having a second dimension that is different from the first dimension of the first phase and a streaming media component space, the second dimension defined by the dimension information; and

providing, by the computing device from the file, at least one streaming media component integrated in the graphical interface in the second phase so that the streaming media component is made available to play streaming media content in the second phase graphical interface, the streaming media component built using a software player engine in accordance with a predefined design of the graphical interface by which at least a set of core media player variables and a set of core media player controls are each predefined and part of the graphical interface, the streaming media component including a link to streaming media content.

34. (Currently amended) A single multiphase interactive advertisement displayed on a display of a computing device comprising:
- a first phase of the single multiphase interactive advertisement comprising a graphical interface and first phase and second phase dimension information, the first phase of the single multiphase advertisement displayed on the display of the computing device;
  - a second phase of the single multiphase interactive advertisement, in the second phase the graphical interface including at least a streaming media component space, and having a dimension that is different than a dimension of the first phase, the dimension of the second phase and the first phase defined by the dimension information, the second phase of the

single multiphase advertisement displayed on the display of the computing device; and

a streaming media component incorporated by a player engine ~~the computing device~~ into the streaming media component space of the second phase, the player engine including a core set of media player variables and a core set of media player controls, which are part of the multiphase advertisement, for customizing the streaming media component so that the streaming media component is made available to play streaming media content in the second phase of the multiphase advertisement's graphical interface;

wherein the single multiphase interactive advertisement is generated from a file and wherein the second phase of the single multiphase interactive advertisement is triggered by an action performed on the first phase of the single multiphase interactive advertisement.

43. (Currently amended) A single multiphase interactive advertisement displayed on a display of a computing device, the single multiphase interactive advertisement comprising:
- dimension information;
- a first phase of the single multiphase interactive advertisement that is incorporated into a web page displayed on the display of the computing device, in the first phase a vector-based graphical animation runs in the

multiphase interactive advertisement's graphical interface upon launch of the web page, the graphical interface having a first dimension in the first phase, the first dimension defined by the dimension information;

a second phase that is launched upon completion of the vector-based graphical animation of the first phase, in the second phase the single multiphase interactive advertisement's graphical interface has a second dimension that is smaller than the first dimension of the first phase, the second dimension defined by the dimension information, and in the second phase the graphical interface includes a toolbar for permitting a user to interact with the second phase of the single multiphase interactive advertisement, the second phase of the single multiphase interactive advertisement displayed on the display of the computing device;

a third phase in which the single multiphase interactive advertisement's graphical interface includes at least a streaming media component space, and in the third phase the graphical interface has a dimension that is larger than the second dimension of the second phase and defined by the dimension information, the third phase of the single multiphase interactive advertisement displayed on the display of the computing device; and

a player engine building a streaming media component in accordance with a predefined design of the multiphase advertisement's graphical interface by which at least a set of core media player variables and a set of core media

player controls are each predefined and part of the multiphase advertisement.

[[a]] the streaming media component incorporated by the computing device into the streaming media component space of the third phase so that the streaming media component is made available to play streaming media content in the third phase of the single multiphase interactive advertisement's graphical interface;

wherein the third phase of the single multiphase interactive advertisement is triggered by an action performed on the second phase of the single multiphase interactive advertisement and

wherein the single multiphase interactive advertisement is generated from a file.

44. (Currently amended) A single multiphase interactive advertisement displayed on a display of a computing device, the single multiphase interactive advertisement comprising:

dimension information;

a first phase of the single multiphase interactive advertisement that is incorporated by a computing device into a web page and comprises a first graphical interface that includes a graphical display visible upon launch of the web page, the graphical interface having a first dimension in the first phase, the first dimension defined by the dimension information;

a second phase that is dynamically launched after a period of time, in the second phase the single multiphase interactive advertisement's graphical interface has a second dimension that is smaller than the first dimension of the first phase, the second dimension defined by the dimension information, and in the second phase the graphical interface includes a toolbar for permitting a user to interact with the second phase of the single multiphase interactive advertisement;

a third phase in which the single multiphase interactive advertisement's graphical interface has a dimension that is larger than the second dimension of the second phase and defined by the dimension information; and

a player engine for incorporating a streaming media component into a streaming media component space of the third phase, the player engine including a core set of media player variables and a core set of media player controls, which are part of the multiphase advertisement, for customizing the streaming media component so that the streaming media component is made available to play streaming media content in the third phase of the single multiphase advertisement.

wherein the third phase of the single multiphase interactive advertisement is triggered by an action performed on the second phase of the single multiphase interactive advertisement, and

wherein the single multiphase interactive advertisement is generated from a file.

### ***Reasons for Allowance***

2. The following is an examiner's statement of reasons for allowance: The recitation of the specific features, specifically generating by a computing device from a file a first phase of a single multiphase advertisement comprising first phase and second phase dimension information and including at least a first interactive component for triggering a second phase, the graphical interface having a first dimension in the first phase and a second dimension, different from the first phase in the second phase, is not fairly taught or suggested by the prior art of record.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

### ***Conclusion***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to OMAR ABDUL-ALI whose telephone number is (571)270-1694. The examiner can normally be reached on Monday-Friday 10:30-7:00pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Boris Pesin can be reached on 571-272-4070. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

OAA  
5/19/2011

/Alvin H Tan/  
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